

Notice of References Cited

Application/Control No.

09/703,562

Applicant(s)/Patent Under
Reexamination
O'NEIL, JR. ET AL.

Examiner

Donald L. Champagne

Art Unit

3622

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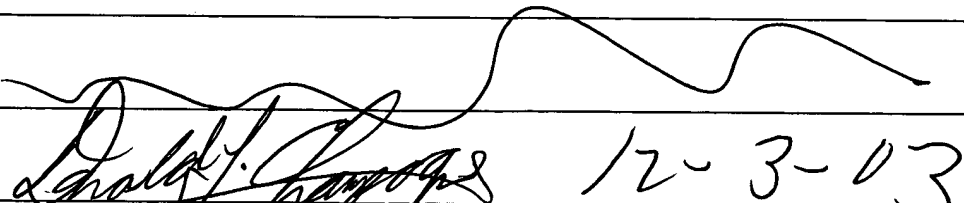
U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,471,669	11-1995	Lidman, David G.	235/383
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Higgins, Kevin T., "The mass market cracks up", Credit Card Management, March 1993, p. 58.
	V	Caudron, Shari, "Brand loyalty: Can it be revived?", Industry Week, v. 242 n. 7, 5 April 1993, pp. 11-14.
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*A copy of this reference is not being furnished with this office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.